



To: Tony Lyons (American Values 2024)  
From: Jeremy Zogby, Managing Partner (John Zogby Strategies)  
Date: September 24, 2023  
Re: Executive Analysis – National Survey

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### **Democratic Primary**

*N= 593 likely Democratic primary voters (+/- 4.1 pp's)*

- A national survey asked likely voters in the Democratic primary which candidate they would vote for today - 57% say Biden, 27% select RFK Jr., Williamson picks up 5%, leaving 11% undecided.
- Biden commands a large lead over Kennedy among registered Democrats by 73% to 16%. RFK comfortably leads among independents by 45% to 31%.
- RFK's showing in the Dem primary is enough to cause some embarrassment to the incumbent and he continues to be the only candidate whose favorable/unfavorable ratings are not underwater.

### **General Election**

*N= 1,008 US likely general election voters (MOE +/- 3.2 pp's)*

- In the general election three-way with Trump vs. Biden, and including "independent candidate" – Trump leads Biden 40% to 38%, with "independent candidate" taking 17%. Adding "Robert F. Kennedy Jr." as the independent candidate, Trump and Biden tie at 38%, and RFK receives 19%.
- The significance is that Kennedy outpolls the generic independent candidate. This is rare in that support for generic candidates normally falls whenever a real name is added to the mix.
- When his name enters the three-way, Kennedy creates an attrition of support for the incumbent among young voters, Blacks and Hispanics. Though well within the margin of error, take note as this could be fatal in a general election for the Democrats.
- He also appears to be taking slightly more support in the general election away from Trump than from Biden.

### **Favorable / Unfavorable Ratios**

- RFK Jr. – 40% / 33%
- Newsom – 26% / 37%
- Trump – 41% / 57%
- Biden – 40% / 58%
- DeSantis – 32% / 53%